ORDER

Orders Order / Rev: 716981 06340417 Alt Order #: NEA FUND CHILD & PUB Product Desc: WKYC Estimate: 1664 09/26/12 - 10/02/12 Flight Dates: Primary AE: Joe Knauer Sales Office: Original Date / Rev: 09/25/12 / 09/27/12 T-WAS Order Type: Political Sales Region: NAT Mundy Katowitz Media/ POL Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1322 G St SE Billing Cycle: EOM/EOC Washington, DC 20003 Agency Commission: 15% Advertiser **NEA Fund for Children and Public** Name: Demographic: A35+ New Business Thru: **Product Codes:** IS-Issue/Non Ballot 00:15:00 Order Separation: Priority: P-2 Advertiser External ID: Revenue Codes: AGY, GEN, POL Agency External ID:

DILL DI-

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Bill Plan											
Start Date	End Date	# Spots	Gross Amount	Net Amount		Month					
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onth # Spots Gross Amount Net Amount Rating September 2012 \$37,900.00 \$32,215.00 0.00 23 October 2012 20 \$36,000.00 \$30,600.00 0.00 43 0.00 Totals \$73,900.00 \$62,815.00

Account Executives

09/30/12

10/02/12

08/27/12

10/01/12

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

\$32,215.00

\$30,600.00

\$37,900.00

\$36,000.00

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len :	Spots	Rate Pri	Rtg Type	Spots	Amount
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Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
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			Rachel Ray									
RACHA	EL RAY											
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
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E 3 WKYC	09/28/12	2 09/28/12	M-F 4-5p	CM	4p-5p	F	:30	1	\$800.00 P-2	0.00 NM	1	\$800.00
			Ellen Degeneres									
ELLEN<	•											
Star	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	<u>Rating</u>						
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			Dr. Phil									
DR. PHI	IL											
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09/2	24/12	09/30/12	F	1	\$1,400.00	0.00						
E 5 WKYC	09/28/12	2 09/28/12	M-F 6-7a	CM	6a-7a	F	:30	1	\$2,500.00 P-2	0.00 NM	1	\$2,500.00
			Channel 3 News	Today @ 6AM	1							
CH3 NE	WS TOD	ΑY										
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						

Print Date: 10/01/12 10:47:23 Page 2 of 5

Order / Rev: 716981 Advertiser: NEA Fund for Children and Public

Alt Order #: 06340417 Product Desc: NEA FUND CHILD & PUB WKYC

Flight Dates: 09/26/12 - 10/02/12 Estimate: 1664

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots \$2,500.00 E 5 WKYC 09/28/12 09/28/12 M-F 6-7a СМ 6a-7a :30 \$2,500.00 P-2 0.00 NM Channel 3 News Today @ 6AM CH3 NEWS TODAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 ---F--0.00 \$2.500.00 E 6 WKYC 09/28/12 09/28/12 M-F 7-9a Today ---F--\$2.500.00 P-2 CM 7a-9a :30 0.00 NM \$2.500.00 Today Show **TODAY SHW** Weekdays **End Date** Spots/Week Start Date Rate Rating 09/30/12 - - - - F- -Week: 09/24/12 \$2,500.00 0.00 \$800.00 P-2 E 7 WKYC 09/28/12 09/28/12 ---F--M-F 9-10a Today II CM 9a-10a :30 0.00 NM 1 \$800.00 Today Show II **TODAY SHW2-NBC End Date** Start Date Weekdays Spots/Week Rating Rate 09/30/12 ---- F--Week: 09/24/12 \$800.00 0.00 E 8 WKYC 10/01/12 10/01/12 Late Night 1237a-136a M- - - - -:30 1 \$1,200.00 P-2 0.00 NM \$1,200.00 Late Night w/Jimmy Fallon J FALLON-NBC< **End Date** Start Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 M- - - - -\$1,200.00 0.00 E 9 WKYC 10/01/12 10/01/12 M-F 3-4p CM 3p-4p M- - - - -:30 \$650.00 P-2 0.00 NM 1 \$650.00 The Doctors DOCTORS< Start Date Weekdays Spots/Week Rating **End Date** Rate M- - - - -Week: 10/01/12 10/07/12 0.00 \$650.00 E 10 WKYC 10/01/12 10/01/12 M-F 4-5p CM 4p-5p M----:30 \$800.00 P-2 0.00 NM \$800.00 Ellen Degeneres ELLEN< Spots/Week Start Date **End Date** Rating Weekdays Rate M- - - - -Week: 10/01/12 10/07/12 \$800.00 0.00 E11 WKYC 10/01/12 10/01/12 M-F 6-630p CM M- - - - -:30 1 \$3.000.00 P-2 0.00 NM \$3,000.00 6p-630p Channel 3 News at 6p CH 3 NWS AT 6 Rating Start Date Spots/Week **End Date** Weekdays Rate M- - - - -Week: 10/01/12 10/07/12 \$3,000.00 0.00 E 12 WKYC 10/01/12 10/01/12 1 \$2,500.00 P-2 M-F 6-7a CM 6a-7a M- - - - -:30 0.00 NM \$2,500.00 Channel 3 News Today @ 6AM CH3 NEWS TODAY Start Date **End Date** Spots/Week Weekdays Rate Rating M- - - - -Week: 10/01/12 10/07/12 \$2,500.00 0.00 E13 WKYC 10/01/12 10/01/12 M-F 7-9a Today CM 7a-9a M- - - - -:30 \$2,500.00 P-2 0.00 NM \$2,500.00 Today Show **TODAY SHW** Weekdays Spots/Week Start Date **End Date** Rate Rating Week: 10/01/12 10/07/12 M- - - - -\$2,500.00 0.00 E 14 WKYC 10/01/12 10/01/12 M-F 730-8p CM M- - - - -:30 1 \$2,000.00 P-2 0.00 NM 730-8p \$2,000.00 **Entertainment Tonight** ENT TONIGHT 30< Start Date **End Date** Weekdays Spots/Week Rating Rate 10/07/12 Week: 10/01/12 \$2,000.00 0.00 E15 WKYC 10/01/12 10/01/12 M-F 9-10a Today II 9a-10a M- - - - -:30 \$800.00 P-2 0.00 NM \$800.00 Today Show II **TODAY SHW2-NBC End Date** Weekdays Spots/Week Rating Start Date Rate Week: 10/01/12 10/07/12 \$800.00 0.00 E 16 WKYC 09/29/12 09/29/12 СМ \$3,000.00 P-2 Sat 6-630p ---S-:30 0.00 NM \$9,500.00 6-630p 3 Channel 3 News at 6P SAT AVG. ALL WKS Week<u>days</u> Spots/Week Start Date Rating **End Date** Rate Week: 09/24/12 09/30/12 \$3,000.00 0.00

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Order / Rev: 716981 Advertiser: NEA Fund for Children and Public

Alt Order #: 06340417 Product Desc: NEA FUND CHILD & PUB WKYC

Flight Dates: 09/26/12 - 10/02/12 Estimate: 1664

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots E 16 WKYC 09/29/12 09/29/12 Sat 6-630p CM 6-630p - S-:30 \$3,000.00 P-2 0.00 NM \$9,500.00 Channel 3 News at 6P SAT AVG. ALL WKS Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 ---S-1 \$3,000.00 0.00 Ch Date Range Start/End Time Weekdays Description Length Rate Rtg Type Spot 1 NKYC 09/24/12-09/30/12 Sat 6-630p 6-630p :30(\$3,000.00) 0.00 NM ----Sa-See MG 16.2,16.3,16.4 [Prgm Change] 2 NKYC 10/02/12-10/02/12 M-F 7-9a Today :30 \$2,500.00 0.00 NM 7a-9a MG for 18.1,17.1,16.1 3 NKYC 10/02/12-10/02/12 M-F 7-9a Today 7a-9a :30 \$2,500.00 0.00 NM MG for 18.1,17.1,16.1 4 NKYC 10/01/12-10/01/12 M-F 11-1135p 11-1135p :30 \$4,500.00 0.00 NM MG for 18.1,17.1,16.1 E 17 WKYC 09/29/12 09/29/12 Nightly News CM :30 1 \$4,000.00 P-2 M-Su 6:28p-7p ---S-0.00 NM O \$0.00 Nightly News AVG. ALL WKS< Start Date **End Date** Weekdays Spots/Week Rate Rating 09/30/12 ---S-1 \$4,000.00 0.00 Week: 09/24/12 Start/End Time Weekdays Rate Rtg Type Ch Date Range Description Length 1 NKYC 09/24/12-09/30/12 Nightly News M-Su 6:28p-7p ----Sa--:30(\$4.000.00) 0.00 NM See MG 16.2,16.3,16.4 [Prgm Change] E 18 WKYC 09/29/12 09/29/12 SAT TDY СМ :30 \$2,500,00 P-2 0.00 NM \$0.00 7a-9a ----S-O NBC Today Show (Sa) **TODAY SHOW** Start Date Spots/Week **End Date** Weekdays Rating Rate Week: 09/24/12 09/30/12 \$2,500.00 0.00 Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type Spot :30(\$2,500.00) 1 NKYC 09/24/12-09/30/12 SAT TDY 7a-9a 0.00 NM See MG 16.2.16.3.16.4 [Prgm Change] E 19 WKYC 09/27/12 09/27/12 M-F 10-11a СМ 10a-11a ---T---:30 \$800.00 P-2 0.00 NM \$800.00 M-F 10-11a TODAY SHW3-NBC< Start Date **End Date** Spots/Week Weekdays Rate Rating Week: 09/24/12 09/30/12 ---T---\$800.00 0.00 0.00 NM E 20 WKYC 09/27/12 09/27/12 M-F 3-4p ---T---\$650.00 P-2 CM :30 \$650.00 3p-4p 1 The Doctors DOCTORS< Rating **End Date** Spots/Week Start Date Weekdays Rate - T- -Week: 09/24/12 09/30/12 \$650.00 0.00 E 21 WKYC 09/27/12 09/27/12 Early Today \$100.00 P-2 CM 4a-430a ---T---:30 0.00 NM \$100.00 Early Today EARLY TDAY-NBC< **End Date** Spots/Week Start Date Weekdays Rate Rating Week: 09/24/12 09/30/12 - - - T- - -\$100.00 0.00 E 22 WKYC 09/27/12 09/27/12 M-F 4-5p CM 4p-5p - - - T- - -:30 \$800.00 P-2 0.00 NM \$800.00 Ellen Degeneres ELLEN< Start Date **End Date** Weekdays Spots/Week Rate Rating 09/30/12 ---T---Week: 09/24/12 \$800.00 0.00 E 23 WKYC 09/27/12 09/27/12 M-F 6-630p CM 6p-630p _ _ _ T_ _ _ :30 1 \$3,000.00 P-2 0.00 NM \$3,000.00 Channel 3 News at 6p CH 3 NWS AT 6 Start Date **End Date** Spots/Week Rating Weekdays Rate - - - T- - -Week: 09/24/12 09/30/12 0.00 \$3,000.00 E 24 WKYC 09/27/12 09/27/12 M-F 7-730p CM 7-730p - - - T- - -:30 1 \$3,000.00 P-2 0.00 NM \$3,000.00 Channel 3 News at 7P

CH 3 NWS AT 7<

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Order / Rev: 716981 Advertiser: NEA Fund for Children and Public

Alt Order #: 06340417 Product Desc: NEA FUND CHILD & PUB WKYC

Flight Dates: 09/26/12 - 10/02/12 Estimate: 1664

E24 WKYC 0827/12 0927/12 MF 7730;	Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	ime	Days	Len Sp	ots	Rate Pri	Rta Type	Spots	Amount
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Start Date End Date Weekdays Spots/Week Rate Rating 0.00				Entertainment To	night	•								
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Print Date: 10/01/12 10:47:24 Page 5 of 5

Totals

\$73,900.00

Order / Rev: 716981 Advertiser: NEA Fund for Children and Public

- - W- - - -

09/30/12

Week: 09/24/12

Alt Order #: 06340417 Product Desc: NEA FUND CHILD & PUB WKYC

Flight Dates: 09/26/12 - 10/02/12 Estimate: 1664

Break Start/End Time Ln Ch Start End Inventory Code Days Len Spots Rate Pri Rtg Type Spots M-F 11-1135p Channel 3 News at 11p M-F CH 3 NWS AT 11< Weekdays Spots/Week Start Date **End Date** Rate Rating - - W- - - -Week: 09/24/12 09/30/12 \$3,500.00 0.00 E 37 WKYC 09/26/12 09/26/12 M-F 10-11a СМ 10a-11a - - W- - - -:30 \$800.00 P-2 0.00 NM \$800.00 1 M-F 10-11a TODAY SHW3-NBC< Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 - - W- - - -\$800.00 0.00 E 38 WKYC 09/26/12 09/26/12 M-F 4-5p СМ 4p-5p --W----:30 \$800.00 P-2 0.00 NM \$800.00 Ellen Degeneres ELLEN< Weekdays Start Date **End Date** Spots/Week Rate Rating - - W- - - -09/30/12 Week: 09/24/12 \$800.00 0.00 E 39 WKYC 09/26/12 09/26/12 - - W- - - -:30 1 \$1.400.00 P-2 0.00 NM \$1,400.00 M-F 5-6p CM 5p-6p Dr. Phil DR. PHIL Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 - - W- - - -\$1,400.00 0.00 E 40 WKYC 09/26/12 09/26/12 M-F 6-7a 0.00 NM CM 6a-7a - - W- - - -:30 1 \$2.500.00 P-2 \$2,500.00 Channel 3 News Today @ 6AM CH3 NEWS TODAY **End Date** Start Date Weekdays Spots/Week Rating Rate Week: 09/24/12 09/30/12 - - W- - - -\$2,500.00 0.00 E 41 WKYC 09/26/12 09/26/12 M-F 7-9a Today 7a-9a -- W----:30 1 \$2,500.00 P-2 0.00 NM \$2,500.00 CM **Today Show TODAY SHW** Weekdays **End Date** Spots/Week Start Date Rate Rating Week: 09/24/12 09/30/12 - - W- - - -1 \$2,500.00 0.00 E 42 WKYC 09/26/12 09/26/12 M-F 730-8p СМ - - W- - - -1 \$2,000.00 P-2 0.00 NM 730-8p :30 \$2,000.00 **Entertainment Tonight** ENT TONIGHT 30< Spots/Week Start Date **End Date** Weekdays Rating Rate - - W- - - -Week: 09/24/12 09/30/12 \$2,000.00 0.00 E 43 WKYC 09/26/12 09/26/12 M-F 9-10a Today II --W---\$800.00 P-2 CM 9a-10a :30 0.00 NM \$800.00 Today Show II TODAY SHW2-NBC Start Date **End Date** Weekdays Spots/Week Rate Rating

0.00

\$800.00